

Back to Sleep Radio PSA #1
"New Mother"
60 Seconds

[Sound of fussy baby]

New Grandmother: Now, when the baby is fussy, it could mean that she's hungry... or wet... or she may need to be burped...

New Mother: [laughs] I can't believe how much there is to learn about being a new mother!

New Grandmother: [as fussy sound fades away, Grandma whispers] Or maybe she's just tired, let's put her down for a nice nap right here on her tummy...

New Mother: Oh no, Ma, she needs to sleep on her back!

New Grandmother: Maybe at night but this is just a little nap...

New Mother: But we read that you always put babies to sleep on their backs. There's less chance of crib death. They call it SIDS or sudden infant death syndrome. The crib also has a firm mattress, and there's no loose bedding or stuffed toys in there. We want to do everything we can to keep her safe.

New Grandmother: I guess you do know a thing or two about being a mother, how about that!

Narrator: Babies sleep safest on their backs, both at naptime and nighttime. Always put your baby on his or her back to sleep, to reduce the risk of sudden infant death syndrome. For more information, call 1-800-505-CRIB. That's 1-800-505-C-R-I-B.

This message is from the U.S. Department of Health and Human Services, and the Women in the NAACP.

Back to Sleep Radio PSA #2
"Owner's Manual"
60 Seconds

[Sound of fussy baby]

Grandpa: [Laughs] I need to re-read the owner's manual on one of these!

Grandma: [Laughs] It'll all come back to you, "Grandpa." Though some things have changed...

Grandpa: Changed? When it comes to raising babies?

Grandma: Sure! Imani's done all kinds of reading, and she was telling me that babies should always be put to sleep on their backs. It reduces the chances of crib death. They call it SIDS, or sudden infant death syndrome.

Grandpa: Really? What else has changed?

Grandma: Remember how I used to put all kinds of sweaters and blankets on our babies? Well, actually, babies shouldn't get too warm when they're sleeping. If the room temperature is comfortable for an adult, it should be ok for a baby.

Grandpa: See, I told you we needed a new owner's manual, "Grandma!"

Grandma: Oh go on, you never read those things anyway!

Narrator: Babies sleep safest on their backs, both at naptime and nighttime. Always put your baby on his or her back to sleep, to reduce the risk of sudden infant death syndrome. For more information, call 1-800-505-CRIB. That's 1-800-505-C-R-I-B.

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Back to Sleep Radio PSA #3
"Smoking and SIDS"
60 Seconds

[Sound of cooing baby]

New Mom: What do you think he's gonna be when he grows up?

New Dad: A football player...? Nah, a doctor! No...better yet, the President!

New Mom: [Laughs] Well, I hope he grows up to be just like you...except...

New Dad: Except what?!?

New Mom: [Laughs] Except, I hope he doesn't smoke...

New Dad: I know, baby, I promised to quit, but it's just...well...

New Mom: It's just that smoking around a baby increases the risk of SIDS.

New Dad: SIDS?

New Mom: Sudden infant death syndrome, you know, crib death.

New Dad: Wow. I didn't know that smoking could hurt our baby. That's it, then, I've got to quit. We've gotta do everything we can to make sure this kid makes it to the White House.

Narrator: To reduce the chance of sudden infant death syndrome, remember: babies sleep safest on their backs. Always put your baby on his or her back to sleep, both at nighttime and naptime. For more information, call 1-800-505-CRIB. That's 1-800-505-C-R-I-B.

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